

The main objective of my diploma thesis is compiling media reflection of Václav Havel during his presidential elections and find out whether it is possible to determine some ideological background of newspapers – their political orientation, a tendentious way of informing etc. Václav Havel is one of the most significant personalities in Czech modern history. This dramatist and writer was several times imprisoned for dissident activity, his dramas and essays were prohibited before 1989. In spite of this he markedly participated in fall of the regime when he dealt with members of KSČ about the future of the state during the Velvet Revolution. Thanks to his political and citizen involvement he was elected the president on 29th December 1989 by Federal Assembly. The next years he succeeded again. He left high politics in 2003 but he continues to comment important national issues. I choose qualitative research as an appropriate method, because it allows a detailed analysis. I am going to use “grounded theory”. The result will be a probe into ideological background of two dailies – Rudé právo/Právo and Mladá fronta/Mladá fronta DNES. These dailies have survived the fall of the regime, so they are the only possible variant.